

MARKETING, SOCIAL MEDIA, AND GRAPHIC DESIGN FOR SMALL BUSINESSES

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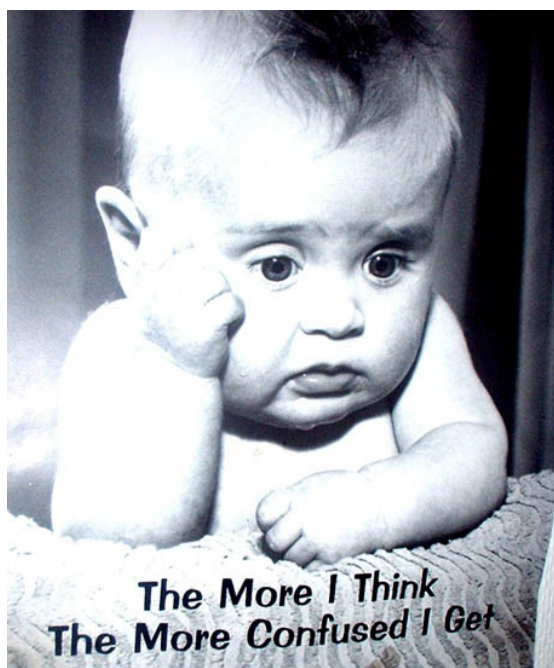
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SEP
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What happens to your social media when the person who's doing it is gone?

Posted by 23Kazoos in Branding, Facebook Marketing, Social Media Marketing

0 Comments



Lately I've noticed a problem that I thought was worth bringing up. That is; what happens to your social media when the person who's doing it goes away?

This was brought to mind because it's this time of year when organizations elect new leaders and volunteers change positions and move on. For many organizations that means that the person who was doing your social media has gone. Have you made provisions to replace them? Often times the answer is no. That means that any momentum you created through Twitter, Blogging, Facebook, etc. is soon lost. And often times, the new person taking over has to start from scratch all over again because the last person doing the social media had all the passwords. This also can be a problem in itself.

So what do you do? Here are three tips:

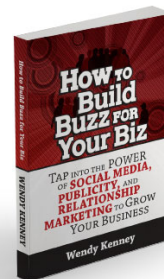
1. **Before you ask volunteers or employees to step in and handle social media for you, create a social media policy for your organization.** Outline the parameters of use, i.e., the goals of use, platforms used and what is considered appropriate for public sharing. Also outline the consequences of a breach of social media policy. Sounds like a small thing, but the fact is that your organization could be found libel for the comments or actions of one of your volunteers or employees who are using social media on your behalf. It happens all of the time. Remember whatever you put out on the Internet stays there forever. This is one of those cases where it's not better to ask for forgiveness than permission. Make sure what employees are posting on social media is appropriate at all times. Here's a link to Intel's Social Media Guidelines as a sample.
http://www.intel.com/sites/sitewide/en_us/social-media.htm

2. **If you're going to have a presence on social media, I recommend that the organization have official control over the accounts.** Meaning, take the time to make sure your profiles are designed in accordance to your organizations branding standards. Create a professional background that matches your website and clearly communicates that

SPEAKING HIGHLIGHTS

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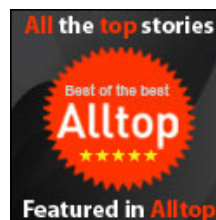
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Create a professional background that matches your website and clearly communicates that you are the "official" page of the organization. Here's an example: <http://www.twitter.com/southwestair>

3. **Keep a master list of passwords and change them regularly.** This is recommended to help cut down on unwelcome hackers into your account. Also, it will allow you to keep up on your accounts in case of personnel changes.

Social media is not going away, so as businesses and organizations adopt this technology into their cultures, it's important to take a few extra steps to insure that the experience will be a successful one for you and your organization right from the start.

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TAGS: Branding, Business, marketing, small business marketing, social media, Social Media Marketing, social media policy

JUL
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5 Practical Tips for Using Foursquare to Market Your Retail Store, Restaurant, or other High Traffic Location-Based Business

Posted by **23Kazoos** in **Build Buzz, Social Media Marketing, creative contest ideas**

0 Comments

I've been mulling this around for a few days since posting the last **Foursquare** article and thought that there was more that could be added that you would find valuable.

I think **Foursquare** is a hugely untapped and powerful little tool for small business marketing. Especially if you own a business that requires customers to physically visit your location to make a purchase. Unfortunately most businesses don't understand just exactly how they can use Foursquare and are missing out on a fantastic and inexpensive marketing powerhouse!

So here are five very practical tips on how to use Foursquare to market your business.

1. **Use Foursquare like a customer loyalty card:** The cool thing about Foursquare is it shows the user how many times they have been at each location, so you could offer customers a freebie after so many check ins. Make sure you set clear rules about how to redeem the offer including: check ins more than once per day do not count towards redemption of the free offer; or free offer value at \$5.00, may not be accumulated or transferred, may not be redeemed for cash, etc.

The women's clothing store Ann Taylor recently launched a **Foursquare promotion** like this in New York City giving shoppers 15% off at the store after their 5th check in and giving the person with the most check ins at one location (called the Mayor) 25% off their purchase at that visit.

Another company, Tasti D-Lite, offers frequent shoppers a branded **Foursquare badge**, as well as additional loyalty points on their physical loyalty card, plus freebies and other perks.

2. **Organize a real-time treasure hunt:** Now this could get really fun. Leave a clue of the day on the "Tips" section of your **Foursquare** page with the answer to each clue being a different special of the day. The customers who come in and guess the special, get the special, plus they are eligible to win a bigger prize at the end of the contest.

Another company, Jimmy Choo, a high-end designer footwear brand, runs this contest by



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BEST OF 23 KAZOOS

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- Social Media Marketing: Use Foursquare to Get New Customers

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- Carolyn Brown: At The Accountant's Office, we go out for awards that are significant to establishing our...
- 23Kazoos: Well I certainly hope they win against Boston. There is hope yet!! Thanks for your comment!! 😊
- Borlok VA: Ah, don't be so hard on the team players! Your winning will only go so far when management...
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having a pair of **Jimmy Choo sneakers check in** at various hot spots around town. The person who is able to guess the next hot spot and arrive there before the Jimmy Choo shoes arrive will win a pair of very expensive shoes.

3. **Use Foursquare to entice new customers to come into your store** by offering a 1st Timers check in discount or freebie. "Show us your check-in and your dessert is on us!" Again, make sure you communicate clearly in your offer what the rules are; i.e., free dessert is only for first check in, and must be redeemed with purchase of a meal; etc."

4. **Leverage word of mouth marketing:** One of the benefits of Foursquare is that friends can "follow" each other and thus can see each other's check in's on Foursquare. Note: The check in's are also posted on **Twitter**, **Facebook** and **Yelp**, if they've enabled the function. This is huge for your business because every check in at your location is a tacit recommendation from the person checking in there. Leverage this exposure by inviting people to check in via Foursquare. Providing special offers for those who check in via Foursquare will invite people to check in more often.

Also, make sure you pay attention to what people are saying on Foursquare about your business, because whether you use it or not, people are using it, and chance are, they are talking about your business. Personally reply back to people who leave tips or make positive comments and thank them. Likewise, it's just as important to respond to negative comments as well and to remedy the issue as soon as possible. Don't be negative; just say something like, "I'm sorry that you had a bad experience. Let's get it touch and discuss how we can make it up to you."

5. **Tie in text message marketing with Foursquare.** Invite people to take photos of them having fun or otherwise enjoying your location and text the photos to a special text message phone number. Once they do this they will have opted into your text message marketing program and you will be able to send them additional specials and discounts via text.

What other ways can you use Foursquare to market your high traffic location based business? I would love to hear your comments. Next post, how to market your non-location based business on Foursquare.

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TAGS: advertising, check in services, foursquare, geolocation marketing, marketing, small business marketing, social media, Social Media Marketing

SEP 6 2010 *Want to Get Your Own WordPress Site? Get Page.ly!*

Posted by **23Kazoos** in **Blogging, Social Media Marketing**

0 Comments



Small business owners everywhere are finally realizing that WordPress is the way to go for an awesome website. However, the problem is; that for the do-it-yourselfer who wants a customized WordPress site, it's pretty difficult to do.

You basically need programming experience to figure out how to design, customize, install, and host your own WordPress site.

Phoenix, Arizona, area, small business owners Josh and Sally Strebel realized that problem and so a solution was born: **Page.ly**.

Page.ly is the answer to the small business owners dilemma, how to get a quality,

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customized WordPress site without any of the hassle. The owners say it best.. **"We saw a need: People want to control their online content, and they want it to be easy, portable, and worry free. Page.ly does that just that, it allows customers to create a Better Website, Fast™."**

This is the one-year anniversary of Page.ly and it's taken business owners by storm. If you want to get your own affordable, easy, customized WordPress site, I highly recommend Page.ly as your small business wordpress solution.

Happy Birthday Page.ly! Looking forward to more great things in the future!

Disclaimer: My site is not built on **Page.ly** because my site was built before **Page.ly** was launched, and I'm not affiliated with Page.ly in any way other than I think the platform is cool! All the best!

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TAGS: Blogging, blogs, weblog, Wordpress

AUG
31
2010

Publicity Tip: How to contact the media

Posted by **23Kazoos** in **Publicity**

0 Comments

Recently somebody shared a media list that they had found on the Internet. They thought this media list was a "goldmine" and while I don't want to burst anyone's bubble, the media list could turn into a landmine if not used properly.

Here are my thoughts about what you need to be aware of when using media lists.

1. Many media prefer to be contacted by email, not telephone. How do you know? Do your research; follow them on Twitter, etc. Then after you send an email, wait a week or two, and then send again. Sometimes it's appropriate to call them as well. But it's worth trying to find out first.

2. Before you send an email, you need to make sure you're sending it to the right person for what you are sending and that you have the correct email address. If you send to the wrong person, they will just press delete. Also editors, reporters, producers, change all the time, so best do your homework before you press send.

3. NEVER send a mass email to the media, that's another delete. Instead send a personal email to whoever would be the best contact. Make sure you know what they've written about, produced etc. It doesn't help to mention it and say "I saw that you did a story on this; I thought that you might be interested in this as well."

4. Media get as much as 500 emails a day. The only way to capture their attention is the headline. If your headline is interesting, they may open your email.

5. On that note, make sure your email is short. Answer the who, what, when, where, and why. Secret: Media love bullet points.

6. Media begets other media. It's okay to mention that you've been interviewed by other outlets. (Maybe include it in your signature line or your boilerplate.)

7. Secret: You can find the contact info of most any media pro on the website of their outlet. Most have a "Submit news" email address. This is the best way to send news



Contact the media the right way and you may soon see your face in the news! Photo Credit: Photofunia.com (Get yours!)

tips unless you have a relationship with a contact because there is a person whose job it is to monitor these email addresses all day and disperse the interesting stories to the reporters.

8. **Free publicity emails like HARO are great.** The key to getting picked is to email them fast! They too get inundated with hundreds of emails. It is true, the early bird gets the worm, and the mention.

9. **Another way to get publicity is to blog regularly,** write articles and get them published everywhere. Don't go to the media, make them go to you. Establish yourself as an expert in your field though your writing.

10. **Once the media contacts you, contact them back RIGHT AWAY!!** Bend over backwards to accommodate them and you may become one of their regular sources.

11. **Keep in mind that you do not have any control over what they write or report.** The fact is that sometimes you're going to get disappointed. The details will get cut out, or the story won't mention your company name or book or they may interview you for an hour, use what you gave them for their story and not credit you at all. That's the way it is. They are not advertising for you. They are reporting news.

12. **Lastly, once your story appears, email the reporter and thank them for a great story.**

I hope these tips help you. Publicity is something that anyone can do for themselves with a little knowledge. The reason that people hire publicists is because generally they have the knowledge, contacts, resources and processes to get the job done. However, having a publicist doesn't guarantee that you will get coverage. Even though I have relationships with the media, they don't jump on every story that I send them. My relationship gets my foot in the door and that can make a difference.

All the best with your publicity campaigns. I hope you will share here when you get coverage. Also, feel free to share on my Facebook page.



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TAGS: how to contact the media, Media, PR, Publicity, social media

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